









Increase Governance with Enterprise Tag Security and Workflow

Tag Management Quick Start

A tag management system (TMS) enables your team to get updates and new releases into production much faster than relying on manual updates to your website by your development team. However, A TMS can quickly become an issue if someone accidentally publishes code with a security flaw or releases a new tag incorrectly, putting your site at risk.

The power of a TMS should be controlled through proper governance. This includes determining who can make/publish changes, what happens when things go bad, and so on. Blast's team of certified experts is ready to help you find a happy balance of flexibility and security with your TMS implementation, enabling you to **EVOLVE** your organization.

Benefits

-  Increase trust in your implementation's security
-  Retain flexibility and time to market
-  Implement user-management strategies to allow specific users appropriate access
-  Design and introduce workflows that allow proper approval of completed work
-  Build action plans for testing and validating new changes after publication
-  Identify what coding standards to implement that work best for your team and TMS
-  Gather both internal and external qualitative feedback
-  Create a roadmap for proper maintenance and future auditing of your implementation



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Scope

- **Discovery Session** – With stakeholders and technical team, to determine internal processes and pain points
- **Technical Audit of Tag Management Settings and Implementation**
- **Audit Presentation and Delivery of Testing Plan and Roadmap**
- **16 Hours of Expert Support** – For high-value issue/opportunity resolution

Deliverables

- **Audit Results and Recommendation Plan** – Supports user management and coding standards, with recommended workflows for implementation
- **Quality Assurance (QA)/Testing Plan**
- **Maintenance Roadmap Recommendation**

Common Supported Tools

- Google Tag Manager
- Adobe Launch
- Tealium iQ

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